

Annual Early Fall Sale of Blankets!

With Prices Made to Induce Early Buying—Hundreds of Pairs of the Best Products of California and Eastern Makers Are Attractively Priced for this Special Event—All Are New and Fresh, Direct from the Mills—This Sale Begins Monday, Sept. 16th, and Continues Throughout the Entire Week



MODERN RETAILING calls for Blanket Sales in September and White Goods Sales in the dead of winter. Each year, early in the Fall, we conduct this Sale of Blankets, and each succeeding year finds more prudent and thrifty people profiting by the special pricings.

The reason you can save money on your winter bedding now is as "plain as the nose on your face." This is the dull season for the manufacturers. Their blankets are made and they are waiting for cold weather. To avoid the rush and crush of hurried shipping later—and to stimulate business during the dull period—they make special reductions if we let them deliver our Blankets in September instead of November. September is not always a brisk month with us, because it is 'tween seasons, so we too, will take less profit in order to stimulate business. The sum of these two reductions

runs all the way from 25 to 40 per cent—which you actually save by buying your Blankets out of season.

Several thousand pairs of fleecy, downy wool Blankets. Each pair is steam shrunk, thoroughly deodorized and generous in size. You will be impressed with the magnitude of this sale at the first glance. Much consideration and months of planning were required to gather this stupendous stock. Blankets will be displayed in all of our Mesa Ave. Windows and on many counters and ledges in the Basement. A great deal of space has been given and a great many people have been assigned to take care of this big sale. Housekeepers, hotel and rooming houses, Sanitariums, hospitals, etc., should take full advantage of this sale, for the prices quoted are by far the lowest good qualities of Blankets have ever been offered for sale here or elsewhere in El Paso.



65c Cotton Blankets 49c Pair

NO. 709—Light weight cotton fleeced grey bed blankets with blue, grey, pink or brown border. Size 64x74 inches, worth regularly 65c. Monday only (No phone orders, limit 2 pairs to a customer) at a pair **49c**

\$1.00 Cotton Blankets 85c Pair

64x76 INCH Fleeced cotton blankets, medium weight, white or grey with pink, blue, brown or grey borders; blanket stitched edges. Monday only (No phone orders, limit 2 pairs to a customer), at the special price of, pair **85c**

30x40 Crib Blankets 25c Pair

"LAMBKIN"—Crib Blankets, size 30x40 inches, plain white fleeced cotton with pink borders; blanket stitched edges. These blankets are cut singly. Monday only (Limit 2 pairs to a customer; no phone orders) at, a pair **25c**

Special Advantages of this Sale

CHARGE CUSTOMERS can buy their winter supplies of Blankets during this sale at these special prices. They will be charged now and bill will be payable in the month of November.

PART PAYMENTS—Those who desire to take advantage of this sale can buy all the blankets they require, pay one-fourth cash, and the balance when blankets are delivered.

MAIL ORDERS FILLED—Out-of-town people can buy at these prices and all bills amounting to \$10.00 or over will be sent express prepaid.

ABOUT STORAGE—All blankets bought during this sale will be carefully stored free and delivered in perfect condition any day you require them. We assure you Absolute Satisfaction in Every Transaction. You can use any test you please to prove the wool. We are here to make good if there is any dissatisfaction.

Good Cotton Blankets

"HULBERT"—Extra heavy weight, good cotton blankets in mottled grey with pink and blue borders, blanket stitched edges. Size 64x76 inches. A pair **\$1.19**

"ARMONA"—Fine quality white cotton fleeced blankets, size 72x80 inches, with pink and light blue borders. A big value at, a pair **\$1.45**

"STUDLEY"—Extra heavy cotton twill grey blankets, size 64x80 inches, with blue and grey borders. A matchless value at a pair **\$1.69**

"AUSTIN"—Pure white twill fleeced blankets with pink and blue borders, size 64x80 inches. Absolutely the best values ever offered at, a pair **\$1.75**

"POLAR NO. 2025"—Extra heavy cotton blankets with wool finish fleeces, size 64x78, in grey and black and white borders and white with pink and blue borders, ribbon bound edges, a pair **\$2.19**

"POLAR NO. 3058"—Novelty plaid cotton blankets, size 64x76 in the following colors: Yellow and pink, grey and blue, yellow and blue, grey and brown, grey and pink, and white and grey; blanket stitched **\$2.45**

"X. C. BEACON"—64x80 inches fine, soft wool finish, double cotton blankets in white and grey with pink and blue borders; double sewed ribbon bound edges, a pair **\$2.45**

"X. F. BEACON"—Fine soft wool finish cotton blankets in grey and white with pink and blue borders; size 72x84 inches; double sewed ribbon bound **\$2.75**

"X. G. BEACON"—64x84 inch wool finish cotton blankets in white and grey with pink and blue borders; one inch, double stitched ribbon bound edges. A pair **\$2.95**

"BEACON PLAID"—64x80 inch cotton blankets in a big variety of plaids; pink and white, blue and white, tan and white, grey and white, and lavender and white; ribbon bound edges. A splendid value at pair **\$4.45**

White Wool Blankets

"GREAT WESTERN"—Good quality white wool double blanket, size 10-4; pink and blue borders; ribbon bound edges. A pair **\$2.98**

"COLORADO"—Fine white wool blankets with pink and blue borders; size 8x10; ribbon bound edges. An exceptional value at, a pair **\$3.75**

"LIVE FLEECE"—Medium weight, white wool double blanket; soft finish, with pink or blue border; ribbon bound; 10-4 size, \$3.45; 11-4 size, pair **\$4.95**

"HIGHLAND PRIDE"—Extra large double blanket of white wool with pink or blue borders; bound with taffeta ribbon, 11-4 size, a pair **\$5.45**

"OLD HOMESTEAD"—An unusually good quality, medium priced double blanket of white wool with pink or blue borders; ribbon bound. Size 70x80 inches. A pair **\$6.95**

"NO. 181"—High grade pure white wool blankets, made of California selected lambs' wool; size 70x84; plain white with white taffeta ribbon bound edges. A pair (cut singly) **\$9.00**

"NO. 60"—A beautiful, soft, white all wool double blanket, full 72x84 inches, with borders of pink or blue; taffeta ribbon bound. A grand value at a pair **\$10.50**

"LEAKSVILLE A"—Fine quality, all pure wool double blankets, 72x82 inches; white with blue or pink striped borders; 2 inch ribbon bound edges. A pair **\$11.50**

"NO. 181"—Finest quality California wool blankets, cut singly. Pure white with two inch ribbon bound edges; size 70x84 inches. A pair **\$12.50**

"NO. 66"—Extra fine quality white wool blankets, made of California selected lambs' wool; size 8x10 inches; (cut singly); ribbon bound edges. A pair **\$14.75**

"NO. 28"—Extra large size all pure white wool blankets, made from the very finest California selected lambs' wool, extra soft finish, steam shrunk. Plain white with deep taffeta ribbon bound edges; size 80x90 inches. A pair **\$19.50**

California Blankets

"MOTTLED GREY"—Ten-quarter size, grey wool blankets with assorted fancy colored borders, blanket stitched edges. You can't match these at a pair **\$3.95**

"GREY FOX"—A fine wool blanket, in grey with assorted color fancy borders; hemmed edges. A matchless offering—10-4 size, a pair \$3.45; 12-4 size **\$4.95**

"MOTTLED GREY"—Full size, double blankets, in California wool in mottled grey, with fancy colored borders; blanket stitched edges. 11-4 size, pair **\$4.95**

"UTAH"—Large double blanket, 11-4 size, of California wool, brown with fancy colored borders, wool blanket stitched edges, medium weight. An extra value at, a pair **\$4.45**

"VICUNA"—Full size double blanket, California wool in medium brown with fancy colored borders, blanket stitched ends. A medium weight in the 11-4 size, a pair **\$4.45**

"NEVADA"—Fine grade California wool blankets in brown with brown tone borders; whipped edges, 11-4 size at, a pair **\$5.45**

"SCARLET"—Full size double blanket, California wool in scarlet with black border, medium weight; black ribbon bound; 11-4 size at, a pair **\$5.95**

"XX MOTTLED"—Heavy weight, full size blankets of California wool in dark mottled grey with fancy color border and black ribbon bound. Made by the Oregon City Woolen Mills. 11-4 size, a pair, \$5.95; 13-4 size, \$6.45; 12-4 size, a pair, \$7.45, and 14-4 size, pair **\$9.95**

"TIGER NO. 1"—Large size double blanket of fine California wool, brown with fancy colored borders and whipped edges; 11-4 size at a pair **\$7.45**

"CHILKOOT"—The largest and heaviest we sell. Dark grey mottled California wool, steam shrunk, stitched ends, yellow borders. Weight, ten pounds. Extra wide; 14-4 size, at, a pair **\$12.45**

Colored Wool Blankets

"ELKTON"—Full size double wool blanket, medium weight; light grey with pink or blue border; ribbon bound; 10-4 size. An excellent low priced blanket at, a pair **\$2.98**

"SILVER GREY"—Double blanket, 11-4 size; a medium weight, light grey wool blanket with pink or blue border; blanket stitched edges. Good and serviceable and a splendid value at, a pair **\$4.45**

"NO. 510"—70x80 inch silver grey wool blankets with pink, blue or white border. The best value in the sale at, a pair **\$5.45**

Cradle Crib Blankets

(On Sale in Basement and 2nd Floor)

CRADLE CRIB BLANKETS—Heavy cotton in blue and pink with assorted fancy border designs in white; size 30x40 inches. Each **39c**

BEACON-BABY BLANKETS—Size 30x40 inch, in blue and pink cotton, with white border of fancy designs. Each **59c**

BEACON CRIB BLANKETS—Size 36x50 inches, made of heavy cotton in pink and blue with animal design border in white. Each **75c**

BEACON CRADLE BLANKETS—NO. R 7—Plain white; soft cotton, with blue and pink borders; size 36x48. A good value at, pair **75c**

BEACON CRIB BLANKETS—36x50 inch, extra heavy, white, soft fleeced cotton, with pink and blue borders; ribbon bound edges. A pair **\$1.00**

BEACON CRIB BLANKETS—36x50 inches of extra fine soft fleeced cotton in pink and blue with large white plaid border. Each **\$1.00**

BEACON CRIB BLANKETS—A very fine cotton blanket in pink and blue with white border; size 30x40, with two inch taffeta silk ribbon bound edges. A matchless value at, each **\$1.00**

The Store of a Thousand

Millinery Wonders

No woman who is well acquainted with El Paso shops considers herself entirely conversant with the latest millinery styles until she has seen the display here. So unusual is it, so far from the ordinary, so full of styles which other stores do not show, that it is imperative that you view our stock before you select your hat this or any other season. The woman who wishes the smartest, the most gorgeous dress hat, habitually comes here for it. And so does she who wants a simple and inexpensive feather, or a little tailored hat which will cost but a few dollars.

Tailored Hats at \$3.50

These hats are worth your immediate attention. Chic tailored models of velvet and satin, trimmed with fancy feathers, ribbons, ornaments, etc. This is only one of the many values that await you in our Millinery salon on the second floor.

From the Children's Store

Infants' and Children's New Fall Headwear from **\$1.00 to \$7.50**

Infants' crocheted and knit wool and silk booties at **10c to \$1.50**

Infants' fancy nursery novelties ranging from **15c up**

Infants' Madera embroidered slippers, bibs and carriage robes at **50c up to \$5.00**

Infants' hand embroidered bibs up to **\$2.00**

Infants' hand made dresses **\$1.50 up as high as \$12.50**

Infants' new silk caps and crocheted silk caps **50c up to \$2.95**

Hand knit and crocheted wool carriage robes **\$3.50 to \$5.00**

Infants' long white coats in all the wanted materials **\$1.00 to \$17.50**

Initial Showing of Furs and Fur Coats



Through the assistance of New York's largest and most exclusive furrier, we have gathered and will show on Monday, a stock of newest, most fashionable Furs. Exclusive novelty sets and separate pieces—sets of Cross Fox, Red Fox from \$69.50 to \$150, Natural and Russian Fox, Grey Fox from \$25 up, Black Fox, Jap Mink, Opossum, Russian Mink and Russian Pony Coats as low as \$69.50. Many of these sets range in price from \$25 to \$75. When desired we will break sets and sell the separate pieces.

Every Fur Is Represented

As the above list hints, beasts of the jungle and Arctic circle, little animals that roam our own and nearly every other state in this country, animals from South America, from Russia, Siberia, in fact, from the whole world, have surrendered their coverings for this initial display. As the average woman cannot detect a good fur from an inferior one, we have been more than ever particular in our choosing. We will be pleased to explain any fur point—Monday and all next week.

See the New Woolens

Have you visited the Dress Goods Section? Monday will be a most excellent time to do so—and see the many beautiful new weaves for Fall. Special attention is called to the Dressmaking department under the management of Mrs. J. B. Cass, in connection with this department.

The New Fall Season Well Started

THE FIRST of the Fall months has come, and from the first day of that month, as always, the "Popular" stands ready to greet you with lines of apparel which are absolutely new, which bear no stamp of last season, and on whose freshness, originality and correctness you may depend. Bear in mind that in patronizing this store you are going to an establishment of enormous purchasing power, one which commands price concessions not commonly granted, and one as well, which backs up every article sold in every department with a positive and unequivocal guarantee of satisfaction.

White Wool Coat Suits Twenty-Nine-Fifty

Handsome white wool coat suits showing workmanship of the highest excellence. The materials are all wool serges, Diagonals, Basket Weaves, Bedford Cords, etc., in both the cutaway and Norfolk coat styles; some trimmed in velvet and velvet buttons, others perfectly plain tailored; skirts are plain gored, button trimmed and pleated models. Coats are all satin lined. Exceptional values at **\$29.50**.

Fall Suits That Possess Individual Character

The distinctive smartness of our models will commend them to those who are not satisfied with commonplace styles and who want exclusiveness and correctness in a large degree. Our stocks are the largest in El Paso and there is not a style or a fabric one may wish for that they cannot find here. Price, too, is an attractive feature, which will appeal to those economically inclined. The materials include novelty diagonal mixtures, bedford cords, serges, Zibelines, Eponge, new novelty materials in all the new colors: Hague blue, taupe, mode, wine, navy and two-tone diagonals in all shades. Directoire styles, having decided cutaway coats, Robespierre collars, pannier skirts, with high waist lines; also showing the new Norfolk effect high waist with belt in back; cutaway front; prices range \$15, \$22.50, \$25.00, \$27.50, \$29.50 up to \$169.50.

Dainty New Silk Dresses

We admit a feeling of pride that seems to us pardonable whenever we consider this stock of dainty frocks. We have gone to so much pains in their selection, we have made so certain that each dress would be individual, would be out of the ordinary, and attractive that it is most gratifying to us to see that our aims have been realized, that undoubtedly at every price we are showing not only the most extensive but also the most valuable line of frocks for afternoon and street wear, that the city contains. The new material—Charmeuse—is greatly in evidence, the new pannier and modified pannier styles are prominent. The colorings are quite new. We invite you to inspect the entire line. Prices start at \$6.45 and range on up, \$10, \$15, \$22.50, \$25.00, \$27.50 to \$97.50.

See Our Men's Ad on PAGE FIVE OF THIS ISSUE



Blazer Coats \$5.00 and \$7.50

Handsome new, heavy weight blazer coats in both red, tan and other wanted colors. They will be very popular the entire Fall and Winter season. Ask to see them when you come Monday. Priced at \$5 and \$7.50.

Lovely Evening Dresses

Many occasions will come up now when a dainty new evening dress will be essential. We have a particularly attractive assortment to show, each one an exclusive model, positively no duplicates. They are made of silks, Charmeuse, Chiffons, etc., in pretty Pannier, beaded and overdressed effects. Many in the accordion pleated style, which will be much in evidence throughout the coming season. The young ladies who are leaving for college will be particularly interested in the little party dresses we are showing for those of youthful years. Prices range from \$12.50 up.

The Newest Fall Coats

For automobiling, for evening wear over your theater or dinner gown and for many other purposes, a separate coat is indispensable. We are showing a greater variety than ever before this early in the season, all built along the lines of present-day fashion and embracing quite a range of colors, styles and materials. Three-quarter length coats in cutaway styles, braided finished, either the Robespierre, "Presto," or tailored collar effects in all popular shades, wide welt, diagonal, double-faced material, novelty mixtures, Chiné, etc., serges, also the new blanket coats. Priced at \$7.50 to \$54.50.

The New Johnny Coats With Hats to Match

New shipments of these swaggy little coats are coming to us almost every day, and we cannot help appreciating more and more the genuine utility of the style, its smartness, its snap and verve. All color stripes and checks of the famous Mackinaw cloth. The prices we place upon them, as they come in, are a little below what you would have to pay elsewhere, of course. We can show them as low as \$7.50, \$10.50 and \$12.50, with hats to match.

Exclusive New Waists

We aimed this year, at making this store the unchallenged headquarters for the woman who wishes what is most exclusive and most fashionable in waists. We call your especial attention to a showing of fine charmeuse waists in black, navy, taupe and golden brown, trimmed in golden Charmeuse, handsome laces and crystal buttons; open back or front. Priced at **\$12.50 and \$16.50**

'Popular' Special \$4.95 Waists

Fine and distinctive styles in Chiffon, Dresden and washable silk, net and Taffeta waists in all the prevailing fall modes. Best values in El Paso at **\$4.95**

The Popular
DRY GOODS CO. INC.